Industry Profiles

What is an Industry Report?
- Provides an overview of a particular industry (for example: retail, soft drinks, apparel)
- Usually includes:
  - Market overview, segmentation, data
  - Leading companies
  - Trends
  - Outlook

Where can you find them?
Business Source Complete
Passport GMID
ABI/Inform

Why use them for research?
- Determine trends in the industry
- Outlook of where the industry is going
- Market predictions and past performance
- General environment of the industry

Need more help?
Chat - Email - In Person - Phone